

JUN 12 1924

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THE GUILTY ONE

Photoplay in six reels

From the play by Michael Morton and

Peter Traill

Screen Play by Anthony Coldewey

Directed by Joseph Henabery

Author of the Photoplay (under section 62)
Famous Players Lasky Corporation of U.S.

JUN 12 1924

"The Guilty One" Is 6 Reels—5365 Feet Long

PARAMOUNT

PRESS

Adolph Zukor and Jesse L. Lasky present

A Joseph Henabery Production

"THE GUILTY ONE"

WITH

AGNES AYRES

From the play by Michael Morton and Peter Traill

Screen play by Anthony Coldewey

A Paramount Picture

PURPOSE: To Help You Sell the Picture to the

"The Guilty One" A Box of Love and Mystery,

©CIL 20297

Fine Love Mystery-Drama, Adapted from the Popular Stage Play of Same Name

"THE GUILTY ONE" was produced at the Selwyn Theatre, New York, with Pauline Frederick in the leading role, last year (1923) and the critics agreed that it was a great show, with a most amazing and surprising twist at the climax. It is a story of young married life that is a most interesting mixture of sex-appeal, the eternal triangle, murder mystery and comedy.

Joseph Henabery's screen version of the popular stage play, as adapted by Anthony Coldewey, with Agnes Ayres featured in the leading role, has to do with an ambitious young wife who attempts to aid her husband by cultivating the friendship of an influential man. A serious crime is mysteriously committed. Finding the guilty one furnishes a tremendous finale for this really splendid picture. It is a masterpiece of suspense with a box-office cast that spells success.

Cast

Irene Short.....	AGNES AYRES
Donald Short.....	Edward Burns
Philip Dupre.....	Stanley Taylor
Seaton Davies.....	Crauford Kent
H. Beverley Graves.....	Cyril Ring
Sam Maynard.....	Thos. R. Mills
Bess Maynard.....	Catherine Wallace
Captain of Detectives.....	George Seigman
Detective.....	Clarence Burton
Anne (maid).....	Dorothea Wolbert

Synopsis

Irene Short is the young wife of an ambitious architect who believes in working at night. The wife, persuaded by another married couple who find their amusement in the cafes, goes out with them accompanied by Davies, a wealthy man about town. Her young brother accompanies them. Davies tells the wife he is chairman of a committee which is to pick the architect for a wonderful museum building. To help her husband get this appointment the wife continues her innocent friendship.

A blackmailer, operating a publication called Gotham Gossip begins to hint of the affair between the wife and Davies. It prints a story.

Both the husband and the brother of the girl are infuriated. Separately they proceed to Davies' apartment.

Police find Davies murdered. The brother is captured running excitedly from the house while it is proved the hus-



And the Greatest Paramount
Picture Agnes Ayres ever made

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Joseph
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The drama of a
the "woman in
mystery. Every

AP

Four-column advertisement made with three-column star

The Guilty One?

Death of Seaton Davies, Wealthy
Patron of Arts, Yet a Mystery
— Society Folk Involved

PARAMOUNT

Anything in This Press Sheet May Be Reprinted

Adolph Zukor and Jesse L. Lasky present
A Joseph Henabery Production
"THE GUILTY ONE"

WITH
AGNES AYRES
From the play by Michael Morton and Peter Traill
Screen play by Anthony Coldewey
A Paramount Picture

SHEET

USE: To Help You Sell the Picture to the Public.

"A Box-Office Mixture Mystery, with Agnes Ayres



Agnes
Ayres
in
Paramount
Pictures

the Greatest Paramount
Picture Agnes Ayres ever made is—

"THE GUILTY ONE"

Joseph Henabery's Production of
the sensational Broadway success

The drama of an indiscreet young wife who became
the "woman in the case" in a sensational murder
mystery. Every scene a gasp, and a knockout climax!

A Paramount Picture

Advertisement made with three-column star cut. See also other Ayres star cuts at your exchange.

Guilty One?

on Davies, Wealthy
ts, Yet a Mystery
Folk Involved

"The Guilty One"

Here's Something for Your Patrons
to Think About and Keep Them
Absorbed to the End

PUTTING IT OVER RIGHT

Here's a picture you've got a ready-made audience waiting for. As a stage play "The Guilty One" was a big hit on Broadway during the season 1923. All those who saw the legitimate play, which was acclaimed by metropolitan critics as the very last word in tense mystery dramas, will want to see the picture.

Here's a picture made by the man who produced "The Stranger." A picture that is going to appeal to all women. And you know yourself that when the women-folk go to the movies they cart the men along to keep them out of mischief. And "The Guilty One" is a picture the sterner sex will surprise the wife by sitting through instead of falling asleep or trying to give the Mrs. the slip, and, what's more, they'll enjoy it. Might even take a notion to come back and see it again—who can tell?

But to get serious—
"The Guilty One." Great box-office title—What? And it's a mystery-drama that is a MYSTERY!

Work up this angle by getting out throwaways to the effect: Reward—for information leading to the arrest and conviction of the murderer of Seaton Davies. THE GUILTY ONE was last seen in front of the..... Theatre.

All the trouble in "The Guilty One" is started by the publication of an article in Gotham Gossip, a libelous scandal sheet. Here's an idea: You can get loads of good publicity by running a similar story in your home-town papers. There's an example of what we mean elsewhere on this page. It's a sure interest-getter and will create considerable comment.

You might even get out a novelty herald and call it Gotham Gossip. On the first page could be a rather spicy picture in keeping with the title. The inner pages stories and scenes from the picture and on the last page your presentation.

Or even better still hop onto the herald. Paramount has prepared

Stage Play of Same Name

"THE GUILTY ONE" was produced at the Selwyn Theatre, New York, with Pauline Frederick in the leading role, last year (1923) and the critics agreed that it was a great show, with a most amazing and surprising twist at the climax. It is a story of young married life that is a most interesting mixture of sex-appeal, the eternal triangle, murder mystery and comedy.

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Synopsis

Irene Short is the young wife of an ambitious architect who believes in working at night. The wife, persuaded by another married couple who find their amusement in the cafes, goes out with them accompanied by Davies, a wealthy man about town. Her young brother accompanies them. Davies tells the wife he is chairman of a committee which is to pick the architect for a wonderful museum building. To help her husband get this appointment the wife continues her innocent friendship.

A blackmailer, operating a publication called Gotham Gossip begins to hint of the affair between the wife and Davies. It prints a story.

Both the husband and the brother of the girl are infuriated. Separately they proceed to Davies' apartment.

Police find Davies murdered. The brother is captured running excitedly from the house while it is proved the husband was also with Davies who appeared much agitated upon his arrival. Both are enmeshed in a net of circumstantial evidence. Who is the guilty one?

The pair are taken into custody, and an examination brings out the individual stories of everyone concerned. At the critical moment Irene tells a suppositious story that can be reconciled to the stories of the others—it ends with a dramatic accusation of Beverley Graves and forces a confession from him.

Irene and Donald are reconciled. There is mutual forgiveness and understanding.

You Should Know

Featured—AGNES AYRES.

Director—Joseph Henabery, who made "Stephen Steps Out" and "The Stranger."

Authors—Michael Morton and Peter Traill. Morton also wrote "On With the Dance."

Scenarist—Anthony Coldewey, who adapted the story from the stage success of the same name.

Cameraman—Faxon Dean.

Supporting Cast—Edward Burns, who played opposite Gloria Swanson in "The Humming Bird," is leading man; Stanley Taylor, Crauford Kent, Cyril Ring, Thomas R. Mills, Catherine Wallace, George Seigman, Clarence Burton and Dorothea Wolbert.

Type of Story—A gripping mystery drama, lightened by early comedy, which gradually assumes express train speed in action and sheer suspense until the fadeout. Here is a mystery in which you never even suspect the culprit a murderer. Seldom do you find the complications of laughs, thrills, baffling mystery, jazz parties, high society and love interest that you get in "The Guilty One."



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Four-column advertisement made with three-column star cut

The Guilty One?

Death of Seaton Davies, Wealthy
Patron of Arts, Yet a Mystery
— Society Folk Involved

(Here's a good novelty newspaper story that will create no small amount of interest in "The Guilty One." It will be good publicity if run in your local paper.)

Seaton Davies, well known patron of arts and man-about-town, was found mysteriously murdered in his home in New York last evening. Up to the time of this

fatal night, Davies was soon afterward discovered dead. Both Philip Dupre and Donald Short are suspected of the crime, with all the evidence pointing to the guilt

earth no clues that might lead to the capture of the guilty one.

Rumor has it that Davies was much interested in Irene Short, wife of Donald Short, the famous architect. While, it is true, Mrs. Short and Mr. Davies had been meeting rather frequently, the lady's family insists she was always accompanied by her young brother, Philip.

It is alleged a blackmail ring, had approached Davies and demanded of him an exorbitant sum for the suppression of an article to the effect that Mr. Davies had invited Mrs. Short to visit his home privately and view the famous English tapestries that had been shown to so many local beauties in the past. "It may be a matter of 'all-for-art,'" it read, "but the architect would do well to utilize his ability as a draughtsman and change his wife's plans."

Rumor goes on to say that Davies refused the demands of the blackmailers, and the story was published. Thereupon both Mrs. Short's husband and his brother-in-law, unknown to each other, proceeded to Davies' home on the

Which is the guilty one? That's the question New York's Four Hundred and the country at large would like answered.

The trial is scheduled for....., and those interested in the case will find it decidedly to their advantage to go to the..... Theatre early. It is positively promised that they will see "The Guilty One" there. And some startling revelations are also promised.

Then the day after the opening—

"The Guilty One" came to the..... Theatre last night, as promised. It's a Joseph Henabery Paramount production, featuring Agnes Ayres in the principal role. It's an adaptation by Anthony Coldewey of the popular stage play of the same name by Michael Morton and Peter Traill.

A typical all-star cast portrays the leading roles in this production. Edward Burns, who played opposite Gloria Swanson in "The Humming Bird," is leading man. Other big names include Stanley Taylor, Crauford Kent, Cyril Ring, Clarence Burton.



The Greatest Paramount
Agnes Ayres ever made is—

“THE GUILTY ONE”

Joseph Henabery's Production of
the sensational Broadway success

The drama of an indiscreet young wife who became
the “woman in the case” in a sensational murder
mystery. Every scene a gasp, and a knockout climax!

A Paramount Picture

Advertisement made with three-column star cut. See also other Ayres star cuts at your exchange.

Guilty One?

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“The Guilty One”

Here's Something for Your Patrons
to Think About and Keep Them
Absorbed to the End

Remove all the mysteries from life, and this old world would
surely be a dreary place to live in. It is the mystery of what is just
over the horizon that makes us keep going. It is the eternal quest
for that which is new, new questions to unravel and new sights to
see that makes living a sport. The thought of what may happen on
the morrow keeps up our hopes.

Hence the constant popularity
of detective stories and mystery
plays such as “The Guilty One.”

The mystery play asks a question who
committed the murder, the theft
or whatever it may happen to be.
The puzzle is eagerly picked up by
the audience's minds. Here is
something for them to think about
and keep them absorbed to the
end.

In “The Guilty One,” a wealthy
and popular man-about-town is
found murdered in his home.
From this point on the pic-
ture builds to a dramatic climax,
the equal of which, perhaps, has
never before been seen on the
screen. The names of a socially
prominent and highly successful
young architect, his wife and
young brother-in-law are mention-
ed in connection with the shoot-
ing. You see the husband run from
the house, sheltered by a driving
rain, on the arrival of the police.
You see him scurry home and tell
his wife what has happened.

Then the detectives arrive. The
brave little wife struggles valiant-
ly to establish the fact that her
husband has been at home all
night. Here you have a battle of
wits. But the sharp eyes of the
police see through the lie, and the
husband is taken into custody.

At the station you have a grill-
ing cross examination of brother
and husband. Circumstantial evi-
dence accuses them both. Grad-
ually the heavy finger of suspicion
rests upon the husband. It looks
like the chair for him.

And then you see the wife mus-
ing over the testimony offered by
brother, husband, blackmailer,
servants, officers. Her imagina-
tion, fired by a sudden thought,
aids her in a quick deduction.

And then the climax! It's the
most gripping scene you've ever
witnessed—a whopper!

There's comedy relief in “The
Guilty One,” too. A cat and dog
fight, used for symbolism in the
action, is a great chuckle.

Here's a picture you'll be glad
to be able to present to your pa-
trons. It has something for all of
them.

Look at the tremendous vogue
being enjoyed by publications de-
voted exclusively to mystery and
detective stories. Every news-
stand fairly groans under their
weight. Look at the great success
of the mystery plays like “The
Bat,” “The Cat and the Canary,”
“Zeno” and “The Last Warning”
and then ask yourself whether or
not “The Guilty One” will pack
them in. We'll say it will!

Here's a picture you've got a
ready-made audience waiting for.
As a stage play “The Guilty One”
was a big hit on Broadway during
the season 1923. All those who saw
the legitimate play, which was ac-
claimed by metropolitan critics as
the very last word in tense mys-
tery dramas, will want to see the
picture.

Here's a picture made by the
man who produced “The Stran-
ger.” A picture that is going to
appeal to all women. And you
know yourself that when the wo-
men-folk go to the movies they
cart the men along to keep them
out of mischief. And “The Guilty
One” is a picture the sterner sex
will surprise the wife by sitting
through instead of falling asleep
or trying to give the Mrs. the slip,
and, what's more, they'll enjoy it.
Might even take a notion to come
back and see it again—who can
tell?

But to get serious—
“The Guilty One.” Great box-
office title—What? And it's a
mystery-drama that is a MYS-
TERY!

Work up this angle by getting
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Reward—for information leading
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All the trouble in “The Guilty
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There's an example of what we
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You might even get out a novel-
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sip. On the first page could be a
rather spicy picture in keeping
with the title. The inner pages
stories and scenes from the picture
and on the last page your presen-
tation.

Or even better still hop onto the
herald Paramount has prepared
on “The Guilty One.” It's repro-
duced on the next page. What do
you think of it? And they're only
\$3.00 per thousand.

Merchant tie-ups? Of course!
Make believe local modistes won't
capitalize the fact that Agnes Ayres
wears twelve different gown creations.

..... beautiful than the other, in
this production. Remember what was
done with “Bluff?” Well, the star is
even more gorgeously attired in “The
Guilty One.” This stunt never costs
a cent and always brings many an ex-
tra penny in through the box-office.

You might get local authorities
interested and have them say a
few words on the subject of high
taxes, rents, uncared for high-
ways, school conditions, etc.
Who's responsible? Who is THE
GUILTY ONE?

This idea might be put over with
the police, also. Reckless driving,
speeding, jay-walking—and then
when somebody's hurt, who's THE
GUILTY ONE?

“The Guilty One” is a great ex-
ploitation title. The more you
think of it the more ideas will
come to you on how to put it over
right. We haven't gone into the
subject at length in this column,
just offered a few suggestions, but
they don't cover the field by any
means. You know best what your
patrons will take to, what they'll
pass up as bunk. You know local
conditions better than anyone else.
So use your own judgment—but
ADVERTISE!



"The Guilty One", with Agnes Ayres ADS THAT WILL GET THE EYE

Your Exchange has mats of all the ads illustrated in this Press Book; also cuts of one



You'll
find

THE
GUILTY
ONE

at the

RIALTO

ADOLPH ZUKOR,
JESSE LASKY,
PRESENT
**"THE
GUILTY
ONE"**

A
JOSEPH HENABERY
PRODUCTION
A Paramount Picture

A FLASHY society
drama and a corking
mystery yarn moulded into
a thrill-a-minute picture.

It's a
Paramount
Picture
THE GUILTY ONE
with
AGNES
AYRES

One-Column Press Ad 1A

Type Ad

Ad or Program Paragraphs

Come and meet "The Guilty One" face to face at the
theatre.

The story of a wife whose letters to another man fell into
the hands of a blackmailer.

"The Guilty One" is guilty of being a gloom-killing drama.

If you like dazzling society dramas and rattling mystery
yarns, see "The Guilty One"—it's both.

Husbands—what do you know about your wife's friends?
Do you trust her in their company?

All evidence points to "The Guilty One" as the screen's one
best mystery drama.

A picture of tingling thrills and heart-throbs, made from the
great Broadway stage success.

If you miss this delightful picture, you alone are "The
Guilty One."

Was She to Blame?

The Drama of a Wife

IT seemed such a harm-
less affair at first. 'Till
scandal threatened her
reputation and—?

Was the woman whol-
ly to blame for what hap-
pened? And what about
the husband?

Come and see who you

think is really "The
Guilty One."

From the play by Michael Morton
and Peter Traill—Screen play writ-
ten by Anthony Coldeway



Three-Column Newspaper Advertisement 3A. (Mats



Flash

See a
four-page
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Inside

ty One", with Agnes Ayres GET THE EYE AND THE MONEY

in this Press Book; also cuts of one, two and two-supplementary. Price List, Page 4.



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WITH
AGNES
AYRES



Who is

THE
GUILTY



Agnes Ayres and Edward Burns in the
Paramount Picture 'The Guilty One'

Teaser Type Ad

Production Mat IPA

Trailers Build Business!

National Screen Service, Inc., with offices at 126 West 46th Street, New York; 845 South Wabash Avenue, Chicago; 917 So. Olive Street, Los Angeles, Cal.; and 284 Turk Street, San Francisco, furnishes good trailers on all Paramount pictures.

On all releases National Screen Service has a Service Trailer consisting of punchy titles and 75 feet of carefully selected scenes. This costs \$5.00, and \$1.50 refund is allowed if you return the trailer within two weeks of shipment.

On certain special productions National Screen Service has a DeLuxe Trailer consisting of beautiful art titles and 200 feet of scenes. This is in every respect a quality article worthy of the production it advertises. DeLuxe Trailers cost \$15.00 during the first sixty days after release date and \$10.00 after the first sixty days. A refund of \$2.50 is allowed if returned within three weeks of shipment.

You can secure a regular trailer service from National Screen Service on all productions at the cost of \$25.00 monthly.

The following Paramount exchanges have these trailers in stock: Seattle, New Orleans, Charlotte, Dallas, Oklahoma City, Minneapolis and Sioux Falls.

Ask the booker at any of these exchanges.

Or order direct from National Screen Service, Inc.

*You can get an excellent Service
Trailer on "The Guilty One"*

WIRE OR WRITE—GIVING EXACT PLAY DATES.



A
Paramount
Picture

JOSEPH
HENABERY
PRODUCTION
PRESENTED BY JOSEPH HENABERY

Column Newspaper Advertisement 3A. (Mats Only)

Flashy Herald

See a sample of this
four-page colored herald
at your exchange, and
you'll know why Para-
mount heralds are break-
ing all records for sales!



Catchy Catchlines for Ads

The drama of a young wife tarnished by the tongues of scandal.

A delightful combination of society scandal story and murder-mystery.

A mystery-drama that keeps you thrilled and guessing till

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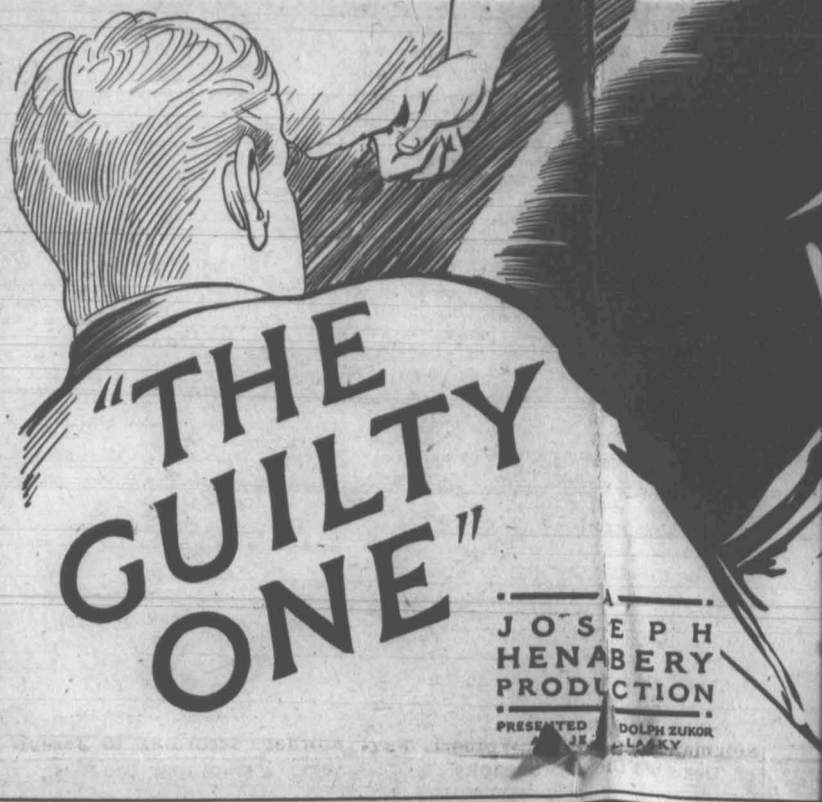
A
Paramount
Picture



THE drama of a
young wife whose
innocent affair with
another man develop-
ed into a scandal, with
amazing results.

From the play by - - - Michael Morton and Peter Traill
Screen play written by - - - - - Anthony Coldeway

Two-Column Press Advertisement 2A



Three-Column Newspaper Advertisement 3A. (Ma

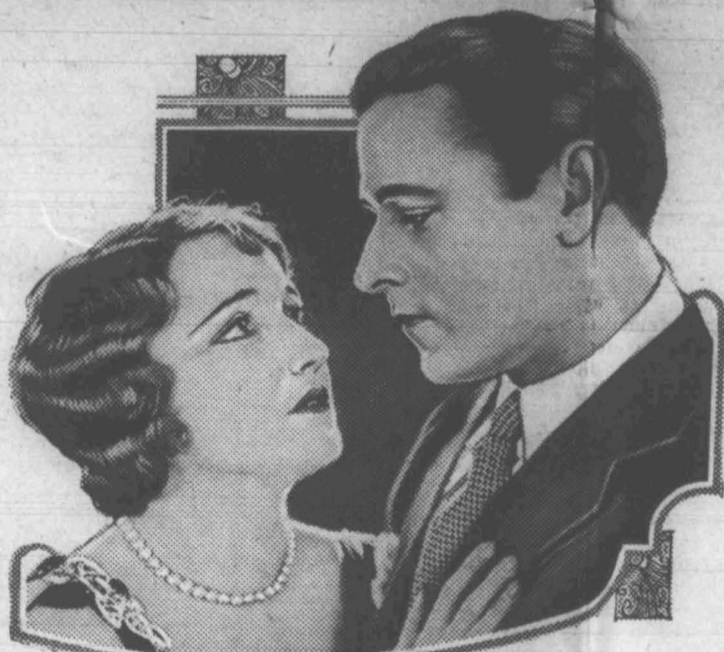


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Back
theatre
\$2.0



Agnes Ayres and Edward Burns in the Paramount Picture "The Guilty One"
Two-Column Production Mat 2P



Column Newspaper Advertisement 3A. (Mats Only)



Flashy Herald

See a sample of this four-page colored herald at your exchange, and you'll know why Paramount heralds are breaking all records for sales!

Inside pages are packed with strong scenes and powerful selling talk.

Back page blank for theatre name, etc.

\$3.00 per thousand



in the Paramount Picture 'The Guilty One' Production Mat 2P



Agnes Ayres in the Paramount Picture 'The Guilty One' Production Mat 1PB

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A delightful combination of society scandal story and murder-mystery.

A mystery-drama that keeps you thrilled and guessing till the last flash.

Love and mystery against a background of New York Society.

The story of what Broadway's gay night life did for a foolish young wife.



THE "other man" in the society scandal was killed—did the wife kill him? Or was the husband "The Guilty One?" Don't you be guilty of missing this startling, mystifying, wonderfully entertaining drama!

REST
of
BILL

From the play by - - - Michael Morton and Peter Traill
Screen play written by - - - - - Anthony Coldway

THEATRE NAME

Two-Column Supplementary Press Ad 2AS



"The Guilty One", with A GET THE PAPERS TO PRINT

Clip the stuff you want on this page and send it to the editors. Additional p

How I Became a Star

By Agnes Ayres

(Who comes to the.....Theatre next.....in the Joseph Henabery Paramount production, "The Guilty One," in which she is featured in the principal role.)

CAN you imagine what I wanted to be as a child? A lawyer or a doctor. But a visit to Chicago changed things a lot. In this city I visited the Essanay plant, my first trip to a motion picture studio. It was here that I was offered my first screen work. It fairly took my breath away. The fascination of the films grew upon me, and I became ambitious to advance in my work.

ingenue roles, I was assigned leading parts in O'Henry pictures and soon became identified as the "O'Henry girl." A session of freelancing followed, after which I had the feminine lead in "Held by the Enemy." It was a wonderful role but a still greater opportunity came in Cecil B. DeMille's "Forbidden Fruit." Then came Wallace Reid's "The Love Special," "The Affairs of Anatol," "Too Much Speed" and Tom Meighan's picture, "Cappy Ricks."

Likes Profession

But my great hopes were realized when I appeared in casts as a featured player with two or more well known players. There is ever so much more opportunity for a person to display his or her acting ability in a picture in which she plays with actors and actresses just as good, if not better than herself. Then all I had to do was to look out for my own characterization, and I knew the others would be more than able to handle their roles to perfection.

Do I like motion picture acting? Yes. Or else I wouldn't be in it. I don't think anything could tempt me to stay at something I disliked. It is hard work, screen acting; there are many trials but also many compensations.

Meighan's Brother-in-Law in "The Guilty One"

The highest and lowest types of newspaper men have been portrayed by Cyril Ring, Paramount actor, in his last two successive photoplays.

In Herbert Brenon's "The Breaking Point," he appeared as a shrewd reporter for a New York daily whose sagacity solves a national murder mystery.

And in "The Guilty One," which features Agnes Ayres, Ring is seen as the editor of a blackmailing publication which preys on Gotham's society.

"While in New York on the speaking stage," says Ring, "I had many wonderful friends in the newspaper profession. Knowing their personalities and having listened to their editorial room yarns has been a big aid to me in my repertorial characterizations."

Edward Burns is leading man in "The Guilty One," a mystery-drama, coming to the.....Theatre next..... It's a Joseph Henabery production.

Are You the 1 in 100,000?

Among the one hundred and ten million persons in the United States there are only eleven hundred perfect "movie faces," according to charts recently completed by camera-

This 'n That

Run a couple of these paragraphs in your theatre program. All you have to do is add the playing dates of the picture, and they make excellent general publicity for "The Guilty One."

What's in a Name?

The Americanization of Blume von Weimarplatz, a German police dog, has been accomplished by Agnes Ayres, featured in Paramount's "The Guilty One."

The actress re-christened the dog "Buster."

"Imagine," says Miss Ayres, "going to the front door and having to yell: 'Here Blume von Weimarplatz! Come get your dinner!'"

Buster was purchased several weeks ago shortly after his arrival from Hamburg, Germany. According to the pedigree certificates which accompanied him, the spirited canine has won three first prize ribbons at continental dog shows.

An Old Newspaper Man

"Years ago I was in the newspaper business," says Cyril Ring, Paramount actor, who is seen as a reporter in "The Guilty One," which features Agnes Ayres. "I had a route of 113 customers," he adds, "and delivered my papers rain or shine."

Ever Try It?

Powdered coffee is the best substitute for pipe tobacco according to Edward Burns who plays in "The Guilty One" in which Agnes Ayres is featured. Burns quit smoking nine months ago and when certain scenes in "The Guilty One" required him to puff a briar he cast about for something to replace the "weed." The powdered coffee he tried looked, burned and smoked like tobacco. But Burns says never again.

Where Is My Wandering Grandmother?

Twelve elderly, grey haired women appear among other cafe revelers filmed as a background for important scenes in Paramount's "The Guilty One," which features Agnes Ayres.

"Grandmothers and near grandmothers play a big part in cafe night life in this day and age," observed Joseph Henabery, producer. "I ordered these older women so that the cafe scene would not be lacking in accuracy."

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Advance Stories

"The Guilty One" New Agnes Ayres Production

"The Guilty One," a mystery drama, featuring Agnes Ayres comes to the.....Theatre for a run of.....days, next..... It's a Joseph Henabery production, adapted from the stage success of the same name in which Pauline Frederick made such a hit in the leading role. Critics acclaimed it a masterpiece of suspense, and this same quality makes the motion picture even more absorbing.

The story has to do with an am-

aid her husband by cultivating the friendship of an influential man. Her husband and brother are led to believe that she plans a secret rendezvous with this man and proceed to his apartment separately to save her. A serious crime is mysteriously committed. In finding the guilty one a tremendous new twist is discovered with a smashing climax.

Edward Burns, recently seen opposite Gloria Swanson in "The Humming Bird" has the leading man's role in "The Guilty One" and heads an unusually capable supporting cast which includes, among others, Cyril Ring, Clarence Burton, Crauford Kent, George Seigman, Thomas R. Mills, Dorothea Wolbert, Stanley Taylor and Catherine Wallace. Anthony Coldewey adapted the story for use on the screen.

Paramount Films a Great Story in "The Guilty One"

Donald Short just would work nights and friend wife just would have her entertainment, so she was thrown into the more or less interesting company of the ultra-smart set and met a highly interesting gentleman.

Naturally, the papers let everyone know about the thing—in itself absolutely harmless. But you know how people will talk and what happens to reputations when they do talk. So who can blame Donald Short and his brother-in-law for threatening the editor of Gotham Gossip.

But what has all this to do with the death of Seaton Davies, the interesting gentleman Mrs. Short was seen with so frequently. That's just it—what?

"The Guilty One," a Paramount picture, featuring Agnes Ayres, brings it all out at the.....Theatre next..... It's a story of a wife's devotion to her husband, a real mystery-drama that will keep you guessing. You've never seen anything quite like it on the screen before in your life. It's a Joseph Henabery production. Henabery made "The Stranger," and you know what a picture that was. "The Guilty One" is said to be infinitely more interesting and appealing.

There's a great cast playing in support of Miss Ayres in this production. Edward Burns is leading man. To mention Clarence Burton, Cyril Ring, Stanley Taylor, Crauford Kent and George Seigman would be to name but a few of the prominent players in the cast. It's a knockout as is the story.

If you miss "The Guilty One," you have no one to blame but yourself.

Paramount Mystery-Drama Due at the Rialto Theatre

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Press Reviews

(Review No. 1)

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Miss Ayres has the role of Irene Short, wife of an unusually successful young architect. The husband's efforts to achieve still further recognition cause him to neglect his charming wife. The situation

things. Unable to get Donald away from his work, Irene, always accompanied by her brother, Phillip, seeks diversion with some friends—and then she meets Seaton Davies, a wealthy middle-aged bachelor who poses as a patron of arts, and who, because of such connections, appeals to Irene as a man who could do much to help her husband.

Unlucky for all concerned, however, Gotham Gossip, a blackmailing publication, gets wind of the affair and through its columns informs the husband of a proposed meeting between the two, advising him to make use of his talent as draughtsman and change his wife's plans. This brings both husband and brother down on top of Davies in short order—and things begin to happen. Davies is found murdered, and there is conclusive evidence that Donald Short and Phillip were at his home on the fatal night. It looks like the chair for one of them, but which one?

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"The Guilty One", with Agnes Ayres TO PRINT THESE STORIES

and it to the editors. Additional press sheets at your exchange if you need them.



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Special Stories

Not Three on a Match!

Superstitions have always flourished to a handsome degree among stage and screen folk, but according to Edward Burns, who plays opposite Agnes Ayres in "The Guilty One," these supposed harbingers of bad luck are not only unproductive of misfortune but their origin can be logically and simply explained.

During filming of "The Guilty One," which comes to the Theatre next....., there was a lull between scenes. Burns struck a match to light his pipe when

the assistant director, hurried up to get a light for their cigarettes. "Not three on one match!" a prop boy shouted.

"That's match company propaganda," answered Burns. "Every day seven hundred million matches are used in the United States. This amount would be naturally decreased if men would light their pipes, cigars or cigarettes from the same match. Some clever match company started the hard luck superstition.

"You all know the superstition about not counting the number of carriages in a funeral. Some family was poor and couldn't afford many carriages, so to halt others from counting and later scoff, that family started that superstition. Walking under a ladder is another. Common sense dictated the birth of this one. It is plainly dangerous for the man on top of the ladder and for the one who walks under. A slip of the ladder would be painful to both. The brother of this superstition is the one about opening an umbrella inside the home. Someone, afraid of having an eye poked out, wisely conceived of the bad luck tie-up."

Burns contends that he can account in a sane way every popular superstition except the bad luck attributed to the numeral thirteen.

Any Day It Rains Is a Good Day for a Murder

Any rainy day is a fine day for a murder, according to Joseph Henabery, Paramount producer of "The Guilty One."

"Wet, dismal days depress men and women and add to their irritability," says Henabery, "and statistics on murders show an astonishing number committed on cloudy or rainy days."

And so in "The Guilty One" a driving downpour of rain falls on the night of a puzzling murder which forms the basis of the plot of this engrossing mystery. Agnes Ayres is featured, and she is supported by Edward Burns, leading man; Cyril Ring, George Seigman, Clarence Burton and others. "The Guilty One" will be shown next.....at the.....

Agnes Ayres Has Dress for Every Fourth Day in Year

To have a new dress for every fourth day in the year, perhaps the most blissful dream of the average feminine mind, is a reality for Agnes Ayres, Paramount actress.

For "The Guilty One," in which

'The Guilty One' Great Paramount Mystery Picture

Agnes Ayres Featured in New Production Coming to the Rialto Theatre

ACCORDING to Joseph Henabery, who made the Paramount picture, "The Guilty One," from the play of the same name by Michael Morton and Peter Traill, in the fiction field at the present time mystery novels and short stories are enjoying a tremendous vogue and on the speaking stage such vehicles as "The Bat," "The Cat and the Canary," "Zerk".....

Henabery. "The Guilty One" I feel will be a forerunner of many more mystery dramas to come. As a stage play it was warmly received, and the treatment which has been accorded it in transference to the screen has doubled its entertainment values.

"And," he continues, "the field is almost virgin. As long as gruesome episodes are avoided and the mystery element is pervaded by lightening humor I am sure the public will clamor for more and more."

Agnes Ayres is featured in the principal role of "The Guilty One," which opens a run of.....days next.....at the..... Theatre. Edward Burns is her leading man. Clarence Burton, Cyril Ring, Crauford Kent, George Seigman and other prominent players appear in the supporting cast.

Why There Aren't So Many Women Detectives

"A woman's intuition comes to life to protect only those she loves; otherwise the world's greatest detectives would be feminine."

So says Agnes Ayres, Paramount luminary, inspired by her featured role in "The Guilty One," a Joseph Henabery Paramount production. Miss Ayres is cast as a wife whose indiscretions cause both her husband and brother to be accused of a foul murder. But intuition, born of love, helps the wife solve the mystery.

"Woman's intuition when someone she loves is in peril is all-penetrative," continues Miss Ayres. When some member of my family has been in trouble I could almost invariably divine the innermost motives of those who were committing the hurt. But I have never been able to employ intuition to aid those in whom I had no interest."

Edward Burns, Cyril Ring, Clarence Burton and many others play in Miss Ayres' support in this picture, which comes to the.....on.....next.

Three Generations of This Family Were Movie Actors

An historic distinction possessed by no other individual in the entire screen world is held by Fluffy, a Persian cat, which appears in "The Guilty One," a Joseph Henabery production for Paramount with Agnes Ayres featured.

Fluffy represents the third generation of her family which has appeared before the motion picture camera and is owned by a man who has trained animals for the screen for fourteen years.

Fluffy's dad was Thompson which played in 37 pictures and Jerry, the grandfather, topped this record with 43 parts. Fluffy has appeared in 17 cinemas.

There has been no instance recorded in the annals of the young motion

Agnes Ayres' Jinx

Wet raincoats are a jinx in the life of Agnes Ayres, Paramount actress.

As a little girl Miss Ayres recalls having been paddywhacked and put to bed for leaving a dripping raincoat on top of a highly polished table until the varnish was ruined. That was in real life.

In "The Guilty One," in which Miss Ayres is featured, a soaking slicker brings more tragedy. Here she is seen as a wife who is trying to clear her husband of a murder charge. Carefully, for the detectives, she builds a perfect alibi which proves her husband has not been out of the house. Just as the authors are about to go

water trickling from a bundle stuck under a chair. It is the husband's raincoat. Here is conclusive evidence that he was out in the rain when the murder was committed and the wife's story is shown a lie.

Others in the cast of "The Guilty One," which come to the Theatre on..... are Edward Burns, leading man; Crauford Kent, Cyril Ring, George Seigman, Clarence Burton and Catherine Wallace.

Director Discovered Film Plot Through a Keyhole

By peeping through a keyhole many things have been discovered but it remained for Joseph Henabery, Paramount director, to find a future screen vehicle through this method.

Sometime ago Henabery was in Atlantic City filming water scenes for a screen production when he went to a theatre to witness the premiere performance of "The Guilty One," in which Pauline Frederick was starring. Every seat in the theatre was filled. Henabery went back-stage and watched the action of two acts of the tense mystery-drama through a keyhole of one of the set doors.

"I'd like to make a motion picture of that!" he told Jesse L. Lasky, first vice-president of Paramount in charge of production. He got his chance.

Now comes "The Guilty One" to the screen. Agnes Ayres plays the role Miss Frederick created. In support of Miss Ayres are Edward Burns, Crauford Kent, Cyril Ring, George Seigman and Clarence Burton.

Burton's At It Again

Clarence Burton is at it once more—abusing poor Agnes Ayres.

In "Forbidden Fruit," "The Ordeal," "A Daughter of Luxury" and "Bluff," he choked, beat and threatened her. And now again in the Joseph Henabery Paramount production, "The Guilty One," Burton has the role of a detective of police. This time he drags poor Agnes off to jail as an implicated party in a murder mystery.

Miss Ayres is featured in the principal role of the picture which was adapted from the stage play of the same name. Edward Burns is her leading man. Remember? He played opposite Gloria Swanson in "The Humming Bird." Cyril Ring is also in the cast; so are George Seigman,

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Are You the 1 in 100,000?

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"One person in every one hundred thousand has features so regular that a motion picture camera can be trained on them from any angle without distortions resulting," says Fax-on Dean, cameraman for Joseph Henabery, who has just finished "The Guilty One," featuring Agnes Ayres.

"Motion pictures stars, of course, have greater photographic values per capita than any other class of people. This virtue accounts for their prevalence in the silent drama almost as much as their dramatic skill."

In making "The Guilty One" Dean's records show that Agnes Ayres was filmed from 83 different angles. This, he says, constitutes a test of unusual severity. Other famous luminaries whose facial compositions border perfection include: Gloria Swanson, Pola Negri, Jacqueline Logan, Betty Compson, Bebe Daniels and Leatrice Joy.

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Ayres Picture Due

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Edward Burns, last seen opposite Gloria Swanson in "The Humming Bird," has the leading man's role, and others in the strong supporting cast are Stanley Taylor, Crauford Kent, Cyril Ring, Thomas R. Mills, Catherine Wallace, Clarence Burton, Dorothea Wolbert and George Seigman.

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Old Friends

Thirty years ago Robert Edeson and Dorothea Wolbert played in the same cast in "The Masqueraders" at the Empire Theatre, New York City. They met again for the first time at the Paramount West Coast Studio recently when Miss Wolbert appeared in support of Agnes Ayres in "The Guilty One," and Mr. Edeson had an important role in "Men," in support of Pola Negri.

"Covered Wagon" Johnny

As a diminutive tobacco chewer little Johnny Fox won fame in James Cruze's "The Covered Wagon."

And now in support of Agnes Ayres in "The Guilty One," Johnny is seen as an impudent gum chewing office boy.

"I hate tobacco and don't like gum," he told Joseph Henabery who produced "The Guilty One" for Paramount, "and I hope the next chewing part I get has to do with fried chicken."

Cat and Dog Fight

If you want to see a real cat and dog fight, don't miss "The Guilty One," featuring Agnes Ayres.

Joseph Henabery in producing this picture inserted a number of flashes of this pussy versus pup bout to indicate to audiences just how the domestic affairs of two of the principal players in the picture were progressing.

The picture opens with both cat and dog eating chummily out of the same dish. The cat takes a sudden dislike for his playmate, and the dog chases her all over the house, much to the annoyance of Edward Burns, leading man in the production, who is trying to work in his study. And, believe us, it's some fight! And this is but one of many comedy incidents in a fine picture.

with a smashing climax. Edward Burns, recently seen opposite Gloria Swanson in "The Humming Bird" has the leading man's role in "The Guilty One" and heads an unusually capable supporting cast which includes, among others, Cyril Ring, Clarence Burton, Crauford Kent, George Seigman, Thomas R. Mills, Dorothea Wolbert Stanley Taylor and Catherine Wallace. Anthony Coldewey adapted the story for use on the screen.

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Paramount Mystery-Drama Due at the Rialto Theatre

The Joseph Henabery Paramount production, "The Guilty One," in which Agnes Ayres is featured in the principal role, will be shown next..... at the..... Theatre.

The story, by Michael Morton and Peter Traill, is a real novelty as mystery dramas go. It shows Agnes Ayres in the role of a devoted wife of a successful young architect. She strikes up an innocent friendship with an influential man to further her husband's chances for fame. A blackmailing editor of a libelous publication publishes an insinuating story of the affair and gets the lady's husband and her brother on the other man's neck in short order.

A half hour later Seaton Davies is found dead in his rooms. The evidence points to the guilt of either the husband or brother, and the question is which is the guilty one? The police arrive, and the pair are taken off to jail. The wife gathers the threads of the testimony together—she is desperate in her efforts to defend her husband—and accuses Graves, the editor, of equal responsibility because of the story. Graves denies that the story was not founded on truth and refers to the fact that Mrs. Short was secretly writing Davies. Inasmuch as Irene never wrote but one letter which was delivered the evening of the crime, this statement awakens her suspicions. When did Graves see it? He must have been in Davies' home! Here was a solution to the mystery. But we won't spoil the fun for you. You'll just have to see the picture to learn how it all turns out.

"The Guilty One" Coming

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Edward Burns, as Donald Short, has the leading man's role opposite Miss Ayres. Stanley Taylor plays Phillip Dupre; Crauford Kent has the part of Seaton Davies, and Cyril Ring portrays Bevelly Graves, editor of Gotham Gossip. Others in the cast include Thomas R. Mills, Catherine Wallace, Clarence Burton, George Seigman and Dorothea Wolbert. Fax-on Dean did the photography.

(Review No. 2)

There are mystery-dramas and mystery-dramas, but, we believe, the Joseph Henabery Paramount production of "The Guilty One," in which Agnes Ayres is featured in the principal role, is about the finest example of this type of picture we have seen to date.

The picture, which was shown for the first time in..... at the..... Theatre last night, is by far the best Miss Ayres has ever done. In it she has a great story, a great cast and a role that suits her to perfection. Here's a picture in which Agnes has to act and wear beautiful gowns as well, and there's not a bit of doubt in anyone's mind but that she can do both—and does.

"The Guilty One" is a gripping drama, adapted from the stage play by that name in which Pauline Frederick scored such a hit, and which was unanimously acclaimed by critics as the big daddy of all mystery stories. Agnes Ayres plays the role Miss Frederick created—not only plays the part but handles it admirably. Edward Burns, leading man, is cast as the architect-husband in the production.

If you're looking for mystery, excitement, thrills with just enough comedy mixed in to flavor it, "The Guilty One" will more than entertain you.

(Review No. 3)

What do you like in screen entertainment—mystery, society dramas, the rest?

Well, "The Guilty One" is just the picture for you. It has all of these elements and more. If this production, a Paramount picture, directed by Joseph Henabery and featuring Agnes Ayres, which came to the..... Theatre last evening is a forerunner of what we are to expect along this line of films in the future, we must say that the outlook for picture fans is indeed a bright one.

We have seen so-called mystery-dramas before, saw too much of them in fact, but here's one at last that lives up to everything claimed of it. It's a story of a young wife who in endeavoring to enlist the aid of a new-made friend to further her husband's professional ambitions, finds herself brought into a bad light socially by the publication of an insinuating article about this innocent affair. Naturally, the husband is furious, not at the wife for he understands her motive, but at the other man in the case. The latter is found in his apartment mysteriously murdered, alone. Everything points to the husband, of course, even the wife is convinced of his guilt.

There is a cross examination, and with it comes one of the most dramatic climaxes ever put on film. Here's a real tribute to the genius of Joseph Henabery and art of Miss Ayres. It's entertainment throughout, with many comedy touches to lighten up the intensely dramatic sequences. "The Guilty One" rates A-1.

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would light their pipes, cigars or cigarettes from the same match. Some clever match company started the hard luck superstition.

"You all know the superstition about not counting the number of carriages in a funeral. Some family was poor and couldn't afford many carriages, so to halt others from counting and later scoff, that family started that superstition. Walking under a ladder is another. Common sense dictated the birth of this one. It is plainly dangerous for the man on top of the ladder and for the one who walks under. A slip of the ladder would be painful to both. The brother of this superstition is the one about opening an umbrella inside the home. Someone, afraid of having an eye poked out, wisely conceived of the bad luck tie-up."

Burns contends that he can account in a sane way every popular superstition except the bad luck attributed to the numeral thirteen.

Any Day It Rains Is a Good Day for a Murder

Any rainy day is a fine day for a murder, according to Joseph Henabery, Paramount producer of "The Guilty One."

"Wet, dismal days depress men and women and add to their irritability," says Henabery, "and statistics on murders show an astonishing number committed on cloudy or rainy days."

And so in "The Guilty One" a driving downpour of rain falls on the night of a puzzling murder which forms the basis of the plot of this engrossing mystery. Agnes Ayres is featured, and she is supported by Edward Burns, leading man; Cyril Ring, George Seigman, Clarence Burton and others. "The Guilty One" will be shown next.....at the.....

Agnes Ayres Has Dress for Every Fourth Day in Year

To have a new dress for every fourth day in the year, perhaps the most blissful dream of the average feminine mind, is a reality for Agnes Ayres, Paramount actress.

For "The Guilty One," in which Miss Ayres is now being featured, twelve individual creations have been designed for her wear. This represents the average number of costumes Miss Ayres has in each picture, and as she appears in five productions each year, a total of sixty gowns comes from this source. Then, in addition, Miss Ayres buys dresses for her personal private wear away from the studio. The total, it is estimated, gives her a new dress every fourth day in the year.

Playing opposite Miss Ayres, comes to the..... Theatre for a run ofdays on.....

Speedy Worker

Fifteen minutes after Edward Burns had been introduced to Agnes Ayres he fought with her and then kissed her. But it was all for motion pictures, occurring at the Paramount West Coast Studios during production of Joseph Henabery's "The Guilty One" in which Miss Ayres is featured, with Burns as her leading man.

Burns, who recently appeared in a leading role in "The Humming Bird" in support of Gloria Swanson, was late in arriving from New York. During his absence production was started on episodes in which he was not needed.

The first scene waiting for him was one where he quarrels with Miss Ayres and then embraces her in repentance.

"This," said Burns, "is a real welcome back to California."

"The Guilty One," a gripping mystery drama laid in New York City, will be shown at the..... Theatre next....., to remain until Clarence Burton, George Seigman and other big names appear in the strong supporting cast.

most virginal. As long as gruesome episodes are avoided and the mystery element is pervaded by lightening humor I am sure the public will clamor for more and more."

Agnes Ayres is featured in the principal role of "The Guilty One," which opens a run ofdays nextat the..... Theatre. Edward Burns is her leading man. Clarence Burton, Cyril Ring, Crauford Kent, George Seigman and other prominent players appear in the supporting cast.

Why There Aren't So Many Women Detectives

"A woman's intuition comes to life to protect only those she loves; otherwise the world's greatest detectives would be feminine."

So says Agnes Ayres, Paramount luminary, inspired by her featured role in "The Guilty One," a Joseph Henabery Paramount production. Miss Ayres is cast as a wife whose indiscretions cause both her husband and brother to be accused of a foul murder. But intuition, born of love, helps the wife solve the mystery.

"Woman's intuition when someone she loves is in peril is all-penetrative," continues Miss Ayres. When some member of my family has been in trouble I could almost invariably divine the innermost motives of those who were committing the hurt. But I have never been able to employ intuition to aid those in whom I had no interest."

Edward Burns, Cyril Ring, Clarence Burton and many others play in Miss Ayres' support in this picture, which comes to the.....onnext.

Three Generations of This Family Were Movie Actors

An historic distinction possessed by no other individual in the entire screen world is held by Fluffy, a Persian cat, which appears in "The Guilty One," a Joseph Henabery production for Paramount with Agnes Ayres featured.

Fluffy represents the third generation of her family which has appeared before the motion picture camera and is owned by a man who has trained animals for the screen for fourteen years.

Fluffy's dad was Thompson which played in 37 pictures and Jerry, the grandfather, topped this record with 43 parts. Fluffy has appeared in 17 cinemas.

There has been no instance recorded in the annals of the young motion picture industry where the third generation of human players has made its debut.

Others in the cast of "The Guilty One" which comes to the.....on....., are Edward Burns, Cyril Ring, Crauford Kent and Clarence Burton.

Yes, What?

What do men pencil on cafe tables?

Numerals with prefixed dollar signs, queer looking houses and women's profiles," answers Joseph Henabery, producer of "The Guilty One" for Paramount in which Agnes Ayres is featured.

Henabery's observation came after a studio day when he had three hundred men and women appearing in a cafe scene for his production. Cloths on almost every table were littered with markings.

"So," says Henabery, "I would judge that women, homes and money are uppermost in the minds of men."

"The Guilty One" opens a.....days' run next.....at the..... Theatre. There's a great cast playing in support of Miss Ayres.

Likes Hollywood

Hollywood is a better place for the motion picture player to live in than in New York, according to Edward Burns, who has the leading man's role in support of Agnes Ayres, featured in the Joseph Henabery Paramount production, "The Guilty One," which will be shown nextat the..... Theatre.

"In New York the crashing and smashing, throbbing and pulsating noises wear down the nervous system. The tempo of life is too fast for real composure such as I have found in the West," says Burns.

"The Guilty One," is an adaptation of the popular stage play of the same name. Cyril Ring, Clarence Burton, George Seigman, Stanley Taylor and others appear in the supporting cast.

Others in the cast of "The Guilty One," which come to the..... Theatre on..... are Edward Burns, leading man; Crauford Kent, Cyril Ring, George Seigman, Clarence Burton and Catherine Wallace.

Director Discovered Film Plot Through a Keyhole

By peeping through a keyhole many things have been discovered but it remained for Joseph Henabery, Paramount director, to find a future screen vehicle through this method.

Sometime ago Henabery was in Atlantic City filming water scenes for a screen production when he went to a theatre to witness the premiere performance of "The Guilty One," in which Pauline Frederick was starring. Every seat in the theatre was filled. Henabery went back-stage and watched the action of two acts of the tense mystery-drama through a keyhole of one of the set doors.

"I'd like to make a motion picture of that!" he told Jesse L. Lasky, first vice-president of Paramount in charge of production. He got his chance.

Now comes "The Guilty One" to the screen. Agnes Ayres plays the role Miss Frederick created. In support of Miss Ayres are Edward Burns, Crauford Kent, Cyril Ring, George Seigman and Clarence Burton.

Burton's At It Again

Clarence Burton is at it once more—abusing poor Agnes Ayres.

In "Forbidden Fruit," "The Ordeal," "A Daughter of Luxury" and "Bluff," he choked, beat and threatened her. And now again in the Joseph Henabery Paramount production, "The Guilty One," Burton has the role of a detective of police. This time he drags poor Agnes off to jail as an implicated party in a murder mystery.

Miss Ayres is featured in the principal role of the picture which was adapted from the stage play of the same name. Edward Burns is her leading man. Remember? He played opposite Gloria Swanson in "The Humming Bird." Cyril Ring is also in the cast; so are George Seigman, Catherine Wallace, Thomas R. Mills, and Dorothea Wolbert.

"The Guilty One" Coming to the Rialto Theatre Shortly

A wife who tries to help her husband by being nice to his business superiors, only cheapens him," says Agnes Ayres, featured in Paramount's "The Guilty One," due at the..... Theatre on.....

"Few women," she supplements, "can be courteous without fawning in such a way as to make their motives most apparent. A big business man easily recognizes these attempts to win his good will and while he may mentally catalogue the bravery of the wife, the husband is lowered in his estimation. Every man should fight his own business battles."

The role of a wife of this character is portrayed by Miss Ayres in "The Guilty One," which Joseph Henabery produced. She accepts the polite attentions of a man about town to win a big architectural commission for her husband. Their relations are above reproach, but before the affair is concluded there is a murder and the well-meaning wife finds both her husband and brother accused of the crime.

Final Showings Today

The final showings of the Paramount picture, "The Guilty One," which opened at the..... Theatre on....., will take place there this afternoon and evening.

Agnes Ayres is featured in the principal role of the production, the very last word in murder mysteries. Joseph Henabery, who made "The Stranger," directed the picture, which includes Edward Burns, Clarence Burton, Cyril Ring and others just as well known in the supporting cast.



"The Guilty One", with A PAPER WITH POWERFUL BO "If It's Worth Running, It's Worth



SET OF EIGHT COLORED LOBBY CARDS

Price List for Advertising Material

All these advertising aids can be secured from your Exchange. Send list of what you want, with check or money order.

NOTE:—The prices quoted below are base prices only. The more advertising you buy the less the individual advertising costs. Talk to your local Ad Sales Manager about **QUANTITY PRICE CONCESSIONS**. Owing to duty, additional transportation charges, etc., the prices quoted below do not apply to Canada. Get Canadian Price List from your Exchange.

For Outdoor Advertising		MATS, ADVERTISING, PRODUCTION, ETC.	
POSTERS (as illustrated on this page)			
One Sheet (1A and 1B)	.15	One Column	.05
Three Sheet (3A and 3B)	.45	Two Column	.10
Six Sheet (6A)	.75	Supplementary (Two Column) (Adv. Only)	.10
PHOTOS FOR YOUR LOBBY		Three Column (Adv. Only)	.15
22 x 28 (Colored)	.40	FOR GENERAL EXPLOITATION	
11 x 14 Set of Eight (Colored)	.60	GILT-EDGED FRAMES, (Size 17 x 43 in.)	
STAR CUTS OF AGNES AYRES		Insert Cards (14 x 36 in. to fit above)	.25
One Column (Two Styles)	.35	22 x 28 Gilt Frames	1.50
Two Column	.40	Announcement Slide	.15
Three Column	.90	Publicity Photos, Each	.10
Circle Thumbnail (Coarse or Fine)	.15	Trailers—National Screen Service	
For Newspaper Ads		126 W. 46th St., New York City	
ADVERTISING CUTS		845 So. Wabash Ave., Chicago, Ill.	
One Column	.35	917 So. Olive Street, Los Angeles, Cal.	
Two Column	.65	284 Turk St., San Francisco	
Supplementary (Two Column)	.25		

Press Books and Thematic Music Cues are Gratis.

It's Colored INSERT CARDS

Insert cards are the handy men of the poster family—you'll find a dozen different uses for them. And they're cheap!

COMING
A JOSEPH HENABERY PRODUCTION
THE GUILTY ONE



The True Story of a Poster That Failed

NOT long ago a big picture company put out a 24-sheet which met with the approval of all the art critics, professional and amateur.

It was a beautiful thing, the head of the star lithographed from a painting by one of the best known artists in the world, not alone America.

One of these art critics, an amateur, came up to us and said, "Why don't you get out something like that?"

We replied that we didn't want to.

"Now, that's a real poster," he said. "Look at the expression, the coloring, the slight cubist design in the background. It's a work of art."

We had to admit it.

Then we asked him a question. "Did you see the picture?"

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Paramount's box-office. We don't in the world will the world.

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"Guilty One", with Agnes Ayres POWERFUL BOX-OFFICE APPEAL

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CLASSY LOBBY PHOTOS—EACH 11" x 14"



The 100% Publicity Drive

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This general rule is especially applicable to motion picture advertising.

Don't rely just upon the newspapers alone, the billboards or the mailing list. When you've got something big to sell, get in back of it with a real drive that will send your message home with a bang.

Paramount gets out all kinds and sizes of advertising material so that you, in turn, can get in back of the picture with a complete campaign.

Hit the general public with the posters, to catch the street crowds. Hammer away at the newspaper readers with the press ads. Attack your own patrons with the heralds—either at the theatre or by mail. And the lobby cards, trailer, insert cards, slides, etc. Influence your newspapers to run the press stories and the production cuts. Provide your local stores with window cards, publicity photos, insert cards, etc.

If you use ALL angles, All the people will get your message. If you use only one or two mediums, your message might still remain a secret with a lot of people who would like to get it, but don't.

Remember, Paramount gets out a complete line of advertising aids AT COST! Your investment in thorough exploitation is small. But your dividends will be big—it's been proved thousands and thousands of times.

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Poster That Failed and One That Didn't

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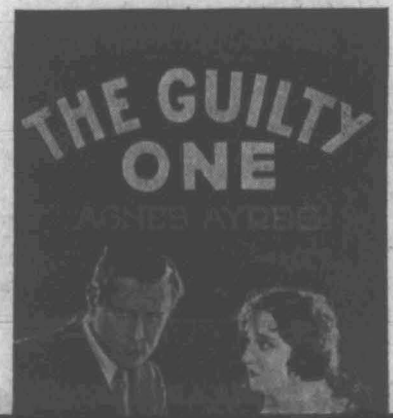
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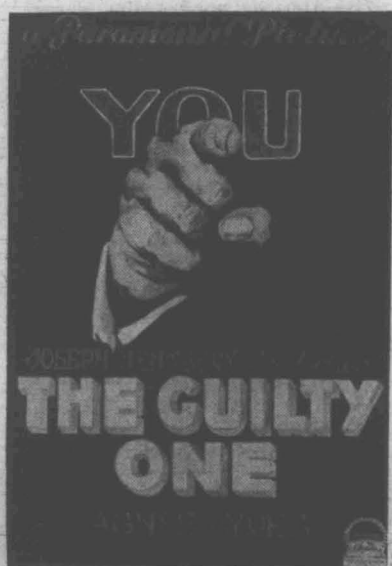
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THE GUILTY ONE



One-Sheet Poster 1A



Three-Sheet Poster 3A

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"Now, that's a real poster," he said. "Look at the expression, the coloring, the slight cubist design in the background. It's a work of art."

We had to admit it.

Then we asked him a question. "Did you see the picture?"

He said he hadn't, and that he was a high-brow and didn't intend to see a picture, and, furthermore he rarely ever went to see pictures.

Then we asked him another question. "Have you been to see a picture recently?"

He confessed that he had, two nights before. "What was it?" we asked, and he told us, "Pied Piper Malone."

"Why, that's one of Tommy Meighan's best; it's great," we bubbled forth in Paramount pepism.

"Yes; it was good," he said.

"How did you happen to go to see it?" we further inquired.

He said that his apartment house on Fifth Avenue was a big signboard, and he had seen the picture advertised.

His first question to us was answered. Our critic had seen the poster fit to hang on a wall or in a museum. Yet he stopped with admiring art-work. The same man saw another poster which he didn't consider for

ten seconds from Avenue bus to 42nd way car just to see your theatre?

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William Ha studying a unig lobby ar duplicate art es skills amount posters.

Ask your local Ad Sales Manager about the new special proposition on 22 x 28 lobby cards and frames!

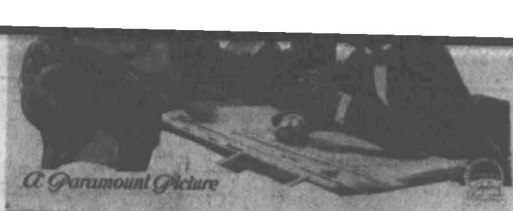


Colored Lobby Card (22" x 28")



Six-Sheet Poster 6A

THE GUILTY ONE



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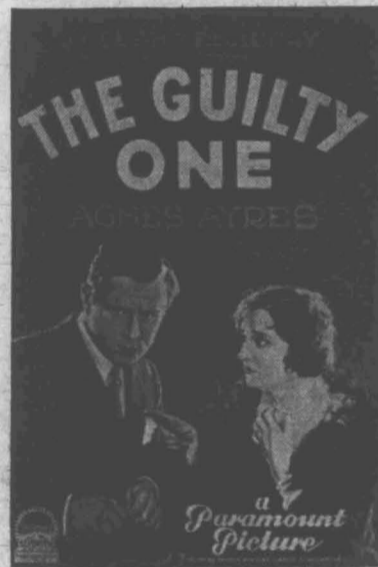
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It isn't because we can't do art work. Paramount has three of the finest artists in America devoting ALL their time to the preparation of Paramount posters. Joseph Fronder is acknowledged as one of the best portrayers of animals since the immortal Bonheur. Just see his stuff on "The Covered Wagon" to be assured on that point. His ability to paint a star is hardly a second to this other remarkable talent.

Frederick Jehle is a genius at colors. He can easily paint a masterpiece in the gentlest and most subdued hues. He can design a stage set that will be balm for the eyeball. But he works in combinations that will bring people to your theatre. When he puts yellow letters on black background it isn't because the combination is the most beautiful, but because yellow on black arrests attention perfectly and can be seen for blocks and blocks.

William Hannaman, who prepares the window cards, has spent years studying a unique process that has enabled Paramount to furnish highly colored lobby and window displays that other companies have tried vainly to duplicate. They haven't even learned the trick yet. It isn't patented, but it takes skill, and skill is the commodity employed in the preparation of Paramount posters.



One-Sheet Poster 1B

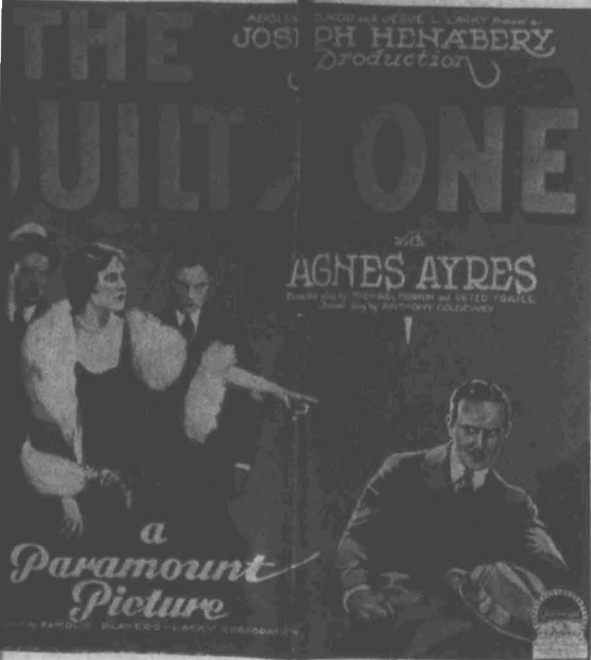


Three-Sheet Poster 3B

Put the picture over the top by
putting posters over the town.
Here are real business-getters!



Announcement Slide



Six-Sheet Poster 6A

JUN 12 1924

Washington, D. C.

Register of Copyrights
Washington, D. C.

Dear Sir:

I herewith respectfully request the return of the following
named motion picture films deposited by me for registration of
copyright in the name of Famous Players Lasky Corporation

The Guilty One - six reels

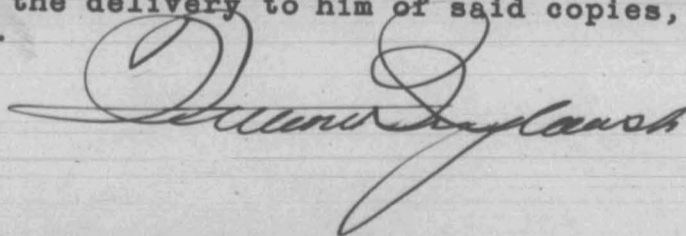
Respectfully,

FULTON BRYLAWSKI

The Famous Players Lasky Corporation
hereby acknowledges the receipt of two copies each of the
motion picture films deposited and registered in the Copyright
Office as follows:

<u>Title</u>	<u>Date of Deposit</u>	<u>Registration</u>
The Guilty One	6-12-24	©CIL 20297

The return of the above copies was requested by the said
Company, by its agent and attorney on the 12th day of
June, 1924 and the said Fulton Brylawski for himself, and as
the duly authorized agent and attorney of the said Company,
hereby acknowledges the delivery to him of said copies, and
the receipt thereof.



This document is from the Library of Congress
“Motion Picture Copyright Descriptions Collection,
1912-1977”

Collections Summary:

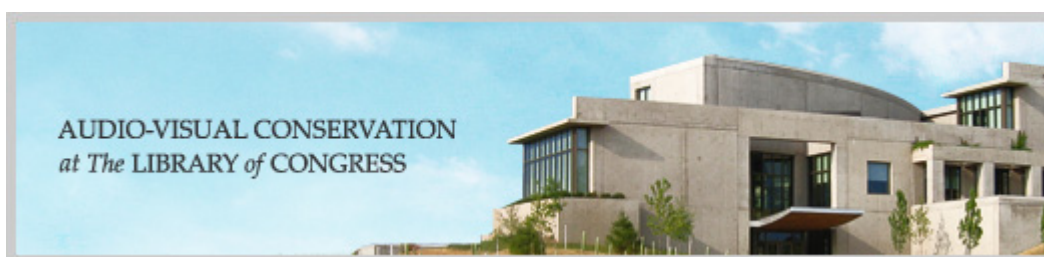
The Motion Picture Copyright Descriptions Collection, Class L and Class M, consists of forms, abstracts, plot summaries, dialogue and continuity scripts, press kits, publicity and other material, submitted for the purpose of enabling descriptive cataloging for motion picture photoplays registered with the United States Copyright Office under Class L and Class M from 1912-1977.

Class L Finding Aid:

<https://hdl.loc.gov/loc.mbrsmi/eadmbrsmi.mi020004>

Class M Finding Aid:

<https://hdl.loc.gov/loc.mbrsmi/eadmbrsmi.mi021002>



National Audio-Visual Conservation Center
The Library of Congress